

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 25-31, 1986 2

New York Time				NIELSEN AVERAGE				New York Time				NIELSEN AVERAGE					
Program Name	Duration	Day	Ntwk	AUDIENCE		No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk	AUDIENCE		No. Sta.	Prog. Covg.		
				Households (000)	Share %							Households (000)	Share %				
EVENING																	
ABC BUSINESS BRIEF-WED	8:58	01 WED.	A	8,420	9.8	17	161	84	LOVE BOAT	9:00	120 FRI.	A	10,140	11.8	22	183	95
ABC BUSINESS BRIEF-FRI	8:44	01 FRI.	A	10,220	11.9	24	177	86	MACGYVER	9:00	60 WED.	A	9,530	11.1	18	180	96
ABC MONDAY NIGHT BASEBALL	8:00	187 MON.	A	8,930	10.4	18	207	99	MAGNUM, P.I.	9:00	60 TUE.	C	10,140	11.8	19	204	98
ABC NEWSBRIEF-MON	8:04	01 MON.	A	7,300	8.5	16	194	94	MR. BELVEDERE	8:30	30 FRI.	A	11,340	13.2	26	193	95
ABC NEWSBRIEF-TUE	9:58	01 TUE.	A	12,370	14.4	23	177	90	MR. SUNSHINE	8:30	30 WED.	A	8,930	10.4	18	178	95
ABC NEWSBRIEF-WED	9:57	02 WED.	A	6,870	8.0	13	155	86	MOONLIGHTING	9:00	60 TUE.	A	16,240	18.9	31	205	99
ABC NEWSBRIEF-THU	9:58	01 THU.	A	6,100	7.1	12	174	88	MURDER, SHE WROTE	8:00	60 SUN.	C	13,060	15.2	31	190	96
ABC NEWSBRIEF-FRI	10:07	01 FRI.	A	8,930	10.4	20	170	88	NBC MONDAY NIGHT MOVIES	9:00	120 MON.	N	10,650	12.4	21	198	99
ABC NEWSBRIEF-SAT.	9:47	01 SAT.	A	7,390	8.6	17	172	89	NBC NEWS DIGEST-M-F	VAR	01 M-TH	N	9,880	11.5	20	149	77
ABC NEWSBRIEF-SUN.	9:54	01 SUN.	A	8,930	10.4	19	140	82	NBC NEWS DIGEST-2-M-F	9:58	01 TU&TH	N	9,280	10.8	18	162	85
ABC SATURDAY NIGHT MOVIE	9:00	120 SAT.	A	7,560	8.8	18	190	93	NBC NEWS DIGEST-SAT	8:58	01 SAT.	N	8,760	10.2	20	158	80
ABC SPORTS UPDATE-SAT	8:58	01 SAT.	A	4,470	5.2	10	176	87	NBC NEWS DIGEST-2-SAT.	9:58	01 SAT.	N	7,300	8.5	17	166	83
ABC SPORTS UPDATE-SUN	8:29	01 SUN.	A	6,960	8.1	17	187	93	NBC NEWS DIGEST-SUN	8:58	01 SUN.	N	7,220	8.4	16	154	78
ABC SUNDAY NIGHT MOVIE	9:00	106 SUN.	A	9,790	11.4	22	152	88	NBC NIGHTLY NEWS-SAT.	6:30	30 SAT.	N	6,180	7.2	19	177	94
ABC WORLD NEWS TONIGHT	6:30	30 M-F	A	8,850	10.3	21	208	99	NBC NIGHTLY NEWS-SUN	6:30	30 SUN.	N	6,440	7.5	19	176	93
ABC WRLD NEWS TONIGHT-SAT	6:30	30 SAT.	A	5,070	5.9	15	192	96	NBC NIGHTLY NEWS	6:30	30 M-F	N	8,590	10.0	21	201	97
ABC WRLD NEWS TONIGHT-SUN	6:30	30 SUN.	A	4,640	5.4	14	162	86	NBC SUNDAY NIGHT MOVIE	9:00	120 SUN.	N	5,670	6.6	13	166	87
AMAZING STORIES	8:30	30 MON.	N	12,030	14.0	24	208	99	NEWHART	9:30	30 MON.	C	16,060	18.7	30	207	99
AMERICAN PORTRAIT	8:58	01 MTUTH	C	10,310	12.0	20	202	96	NEWSBREAK-M-F	VAR	01 M-F	C	7,220	8.4	14	158	74
BENSON	8:30	30 SAT.	A	4,550	5.3	11	188	92	NEWSBREAK-SAT.	10:41	01 SAT.	C	8,330	9.7	20	187	89
BILL COSBY SHOW	8:00	30 THU.	N	21,990	25.6	45	216	99	NEWSBREAK-SUN.	10:01	01 SUN.	C	8,930	10.4	19	126	70
CAGNEY & LACEY	10:00	60 MON.	C	13,230	15.4	27	208	99	+ NFL PRE-SEASON FTBL.(S)	9:00	193 SAT.	C	9,790	11.4	25	201	99
CBS EVENING NEWS-RATHER	6:30	30 M-F	C	9,530	11.1	23	207	99	+ NFL PRE-SEAS FTBL-NBC-FRI(S)	8:00	188 FRI.	N	7,300	8.5	17	208	98
CBS EVENING NEWS-SUNDAY	6:00	30 SUN.	C	5,330	6.2	16	182	88	NIGHT COURT	9:30	30 THU.	N	17,440	20.3	35	204	99
CBS FRIDAY NIGHT MOVIES	9:00	120 FRI.	C	9,360	10.9	21	187	93	1986	10:00	60 TUE.	N	9,280	10.8	19	202	99
CBS SAT. NEWS-SCHIEFFER	6:30	30 SAT.	C	5,500	6.4	17	169	92	PERFECT STRANGERS	8:00	30 WED.	A	9,960	11.6	21	176	95
CBS SPECIAL MOVIE PRSNT-W(S)	8:00	120 WED.	C	7,820	9.1	16	181	95	+ POWERS PLAY(S)	8:00	60 SAT.	C	7,220	8.4	18	178	93
CBS SUNDAY NIGHT MOVIE(B)	9:00	120 SUN.	C	11,420	13.3	25	137	83	PRICE IS RIGHT	8:00	60 THU.	C	8,680	10.1	18	201	98
CHEERS	9:00	30 THU.	N	18,640	21.7	37	208	99	PUNKY BREWSTER	7:30	30 SUN.	N	6,360	7.4	17	184	93
CRAZY LIKE A FOX	9:00	60 THU.	C	11,510	13.4	23	201	98	RIPLEY'S BELIEVE IT-NOT	8:00	60 THU.	A	5,580	6.5	11	188	96
D.C. COP(S)	10:00	60 WED.	C	8,590	10.0	18	180	95	ST. ELSEWHERE	10:00	60 WED.	N	8,590	10.0	18	181	87
DIFF'RENT STROKES	8:00	30 SAT.	A	5,070	5.9	13	187	93	SCARECROW & MRS. KING	8:00	60 MON.	C	12,200	14.2	25	206	99
DISNEY SUNDAY MOVIE	7:00	120 SUN.	A	6,960	8.1	17	202	99	SILVER SPOONS	7:00	30 SUN.	N	6,270	7.3	18	183	92
DYNASTY II: COLBYS	9:00	60 THU.	A	4,550	5.3	9	201	98	SIMON & SIMON	8:00	60 TUE.	C	9,110	10.6	18	202	97
EQUALIZER	10:00	60 TUE.	C	11,080	12.9	23	203	97	60 MINUTES	7:00	60 SUN.	C	11,940	13.9	32	206	99
FACTS OF LIFE	8:00	30 SAT.	N	8,250	9.6	21	200	97	SPENSER: FOR HIRE	10:00	60 TUE.	A	11,420	13.3	24	206	99
FAMILY TIES	8:30	30 THU.	N	20,530	23.9	41	215	99	+ SPITTING IMAGE PART 1(S)	9:30	30 SAT.	N	10,570	12.3	24	196	95
GIMME A BREAK	9:00	30 WED.	N	12,710	14.8	25	176	95	SPORTSBREAK-SAT	8:58	01 SAT.	C	6,960	8.1	17	193	94
GOLDEN GIRLS	9:00	30 SAT.	N	14,430	16.8	32	204	96	SPORTSBREAK-SUN	8:58	01 SUN.	C	9,880	11.5	22	179	89
GROWING PAINS	8:30	30 TUE.	A	15,460	18.0	30	205	99	+ TV BLOOPERS-PRAC JOKES SP(S)	8:00	60 SUN.	N	8,330	9.7	19	194	96
HIGHWAY TO HEAVEN	8:00	60 WED.	N	11,600	13.5	24	190	95	TRAPPER JOHN, M.D.	10:00	60 THU.	C	9,280	10.8	20	203	97
HILL STREET BLUES	10:00	60 THU.	N	9,880	11.5	22	204	90	20/20	10:00	60 THU.	A	12,630	14.7	28	210	99
HOTEL	10:00	60 WED.	A	8,850	10.3	19	182	96	TUESDAY MOVIE OF THE WEEK	8:00	120 TUE.	N	9,620	11.2	19	195	97
HUNTER	10:00	60 SAT.	N	8,160	9.5	20	199	97	TWILIGHT ZONE	8:00	60 FRI.	C	8,250	9.6	19	197	97
KATE & ALLIE	9:00	30 MON.	C	15,630	18.2	30	206	99	227	8:30	30 SAT.	N	9,790	11.4	23	198	96

Partial time interruption within program.

Includes delays which occurred after the week covered by this report.

Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 85,900,000

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FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 25-31, 1986

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	Share %		
EVENING (CONT)									
VALERIE	8:00	30	MON.	N	11,420	13.3	24	207	99
WEBSTER	8:00	30	FRI.	A	10,650	12.4	26	197	95
WHO'S THE BOSS?	8:00	30	TUE.	A	14,600	17.0	30	205	99
YOU AGAIN ?	9:30	30	WED.	N	13,490	15.7	26	178	96
NUMBER OF PROGRAMS 94									
LATE FRINGE									
ABC NEWS:NIGHTLINE	VAR	VAR	M-F	A	4,300	5.0	15	200	98
ABC NEWS:NIGHTLINE MO.(B)	12:00	15	MON.	A	3,090	3.6	13	202	98
ABC WEEKEND REPORT-SAT.	11:30	15	SAT.	A	2,150	2.5	7	140	80
ABC WEEKEND REPORT-SUN(B)	11:30	15	SUN.	A	2,490	2.9	9	112	72
CBS LATE NIGHT I	VAR	VAR	M-F	C	3,010	3.5	16	185	93
CBS LATE NIGHT II	VAR	VAR	M-F	C	2,230	2.6	19	185	93
CBS NEWS NIGHTWATCH-1	2:00	30	M-THSUC		690	.8	9	47	46
CBS NEWS NIGHTWATCH-2	2:30	30	M-THSUC		770	.9	12	66	63
CBS NEWS NIGHTWATCH-3	3:00	180	M-TH	C	690	.8	16	92	83
CBS NIGHTWATCH-3-SUN(B)	3:00	180	SUN.	C	520	.6	11	65	67
CBS SUNDAY NEWS-OSGOOD	11:00	15	SUN.	C	3,350	3.9	10	89	56
DAVID LETTERMAN I	12:30	30	M-TH	N	3,520	4.1	22	204	99
DAVID LETTERMAN II	1:00	30	M-TH	N	2,580	3.0	20	204	99
FRIDAY NIGHT VIDEOS	12:39	90	FRI.	N	3,010	3.5	18	188	96
G MICHAELS SPORTS MACHINE	11:30	15	SUN.	N	860	1.0	3	66	46
LIFESTYLES-RICH & FAM-12M	VAR	30	M-F	A	940	1.1	4	83	56
SATURDAY NIGHT	11:30	80	SAT.	N	4,470	5.2	18	194	98
TONIGHT SHOW	VAR	60	M-F	N	5,670	6.6	22	202	98
+ US OPN TENNIS HILITES-TUE(S)	11:30	30	TUE.	C	3,520	4.1	13	187	93
+ US OPN TENNIS HILITES-WED(S)	11:30	30	WED.	C	3,520	4.1	12	188	93
+ US OPN TENNIS HILITES-THU(S)	11:30	30	THU.	C	3,180	3.7	11	187	92
+ US OPN TENNIS HILITES-FRI(S)	11:30	30	FRI.	C	3,870	4.5	13	183	91
NUMBER OF PROGRAMS 22									
WEEKDAY DAYTIME									
ABC DAYTIME NEWSBRIEF-M-F	2:58	01	M-F	A	6,610	7.7	26	204	99
ABC WORLD NEWS-MORN-615A	6:15	15	M-F	A	1,370	1.6	20	126	81
ABC WORLD NEWS-MORN-645A	6:45	15	M-F	A	1,800	2.1	18	179	95
ALL MY CHILDREN	1:00	60	M-F	A	6,100	7.1	23	210	99
AMERICAN TREASURY	3:58	01	M-F	C	4,210	4.9	16	199	93

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	Share %		
ANOTHER WORLD									
AS THE WORLD TURNS	1:30	60	M-F	C	6,270	7.3	24	206	99
CAPITOL	2:30	30	M-F	C	4,380	5.1	17	197	94
CBS EARLY MORNING NEWS	6:30	30	M-F	C	1,120	1.3	16	143	91
CBS MORNING NEWS 1	7:30	30	M-F	C	2,320	2.7	15	202	99
CBS MORNING NEWS 2	8:30	30	M-F	C	2,410	2.8	12	202	99
DAYS OF OUR LIVES	1:00	60	M-F	N	6,870	8.0	26	210	99
DOUBLE TALK	11:30	30	M-F	A	1,720	2.0	8	167	83
FAMILY TIES M-F	10:00	30	M-F	N	4,550	5.3	20	164	91
GENERAL HOSPITAL	3:00	60	M-F	A	7,130	8.3	27	207	99
GOOD MORNING, AMERICA-730	7:30	30	M-F	A	3,520	4.1	22	206	99
GOOD MORNING, AMERICA-830	8:30	30	M-F	A	3,690	4.3	18	204	99
GUIDING LIGHT	3:00	60	M-F	C	5,670	6.6	21	207	99
LIFESTYLES-RICH & FAM-M-F	11:00	30	M-F	A	2,150	2.5	10	170	84
LOVING	12:30	30	M-F	A	3,350	3.9	14	183	93
NBC NEWS AT SUNRISE	6:30	30	M-F	N	1,890	2.2	21	193	97
NBC NEWS DIGEST-DAYTIME	2:57	01	M-F	N	4,380	5.1	17	192	95
NEW CARD SHARKS	10:30	30	M-F	C	3,950	4.6	18	168	84
NEWSBREAK-11.57	11:57	02	M-F	C	5,840	6.8	25	181	86
NEWSBREAK-3.44.	VAR	01	M-F	C	4,900	5.7	18	195	96
ONE LIFE TO LIVE	2:00	60	M-F	A	6,610	7.7	26	208	99
PRESS YOUR LUCK	4:00	30	M-F	C	1,630	1.9	6	96	47
PRICE IS RIGHT 1	11:00	30	M-F	C	5,760	6.7	26	209	99
PRICE IS RIGHT 2	11:30	30	M-F	C	7,300	8.5	32	209	99
RYAN'S HOPE	12:00	30	M-F	A	2,580	3.0	11	176	90
SALE OF THE CENTURY	10:30	30	M-F	N	3,870	4.5	17	160	83
SANTA BARBARA	3:00	60	M-F	N	3,950	4.6	15	196	97
SCRABBLE	11:30	30	M-F	N	4,380	5.1	19	199	97
SEARCH FOR TOMORROW	12:30	30	M-F	N	2,320	2.7	9	149	76
SUPER PASSWORD	12:00	30	M-F	N	3,260	3.8	13	152	74
TODAY SHOW-7.30AM	7:30	30	M-F	N	4,040	4.7	25	203	99
TODAY SHOW-8.30AM	8:30	30	M-F	N	4,550	5.3	23	203	99
\$25,000 PYRAMID	10:00	30	M-F	C	4,120	4.8	19	184	93
WHEEL OF FORTUNE	11:00	30	M-F	N	5,500	6.4	25	210	98
YOUNG AND THE RESTLESS	12:30	60	M-F	C	7,560	8.8	31	208	99
NUMBER OF PROGRAMS 40									

Δ Partial time interruption within program.

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(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 85,900,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 25-31, 1986 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.			
	Day	Duration			Households (000)	%	Share %				Day	Duration			Households (000)	%	Share %					
WEEKEND DAYTIME																						
ABC FUN FIT-8:25AM	8:25	04	SAT.	A	1,550	1.8	14	198	97	+ US OPEN TENNIS-SUN.(S)	12:30	330	SUN.	C	3,260	3.8	13	206	99			
ABC FUN FIT-11:55AM	11:55	04	SAT.	A	3,180	3.7	15	193	97		WUZZLES	8:00	30	SAT.	C	1,800	2.1	18	193	98		
ABC WEEKEND SPECIALS	12:00	30	SAT.	A	2,750	3.2	13	190	95	NUMBER OF PROGRAMS. 47												
ABC WIDE WORLD-SPORTS SAT	4:30	90	SAT.	A	3,950	4.6	13	208	99													
ALVIN AND THE CHIPMUNKS	11:00	30	SAT.	N	5,240	6.1	24	197	99													
AMERICAN BANDSTAND	12:30	60	SAT.	A	2,490	2.9	11	175	87													
ASTRO MINUTE-11.26AM	11:26	03	SAT.	C	2,830	3.3	13	196	97													
BERENSTAIN BEARS	8:30	30	SAT.	C	2,660	3.1	18	195	97													
BUGS BUNNY/LOONEY TUNES-1	9:00	30	SAT.	A	3,520	4.1	20	207	99													
BUGS BUNNY/LOONEY TUNES-2	9:30	30	SAT.	A	4,040	4.7	20	207	99													
DROIDS: ADVENTURES	11:00	30	SAT.	A	2,750	3.2	13	203	95													
DUNGEONS AND DRAGONS	11:30	30	SAT.	C	2,660	3.1	12	182	91													
EWOKS	10:30	30	SAT.	A	3,520	4.1	16	203	95													
FACE THE NATION	10:30	30	SUN.	C	1,980	2.3	9	126	83													
GUMMI BEARS	8:30	30	SAT.	N	2,580	3.0	17	196	98													
IN THE NEWS-11.56AM	11:56	03	SAT.	C	2,580	3.0	12	182	91													
IT'S PUNKY BREWSTER	10:30	30	SAT.	N	4,980	5.8	23	201	98													
KIDD VIDEO	11:30	30	SAT.	N	3,690	4.3	17	180	94													
LAFF-A-LYMPICS	10:00	30	SAT.	A	4,120	4.8	18	201	98													
LITTLES	8:30	30	SAT.	A	2,150	2.5	14	202	98													
MEET THE PRESS	12:30	30	SUN.	N	1,800	2.1	8	175	96													
MR. T	12:00	30	SAT.	N	3,180	3.7	15	145	82													
MUPPET BABIES & MONSTERS	9:00	60	SAT.	C	4,380	5.1	23	205	99													
NBC MAJOR LEAGUE PRE GAME	2:00	18	SAT.	N	4,210	4.9	18	199	99													
NBC MAJOR LEAGUE BASEBALL	2:18	171	SAT.	N	6,100	7.1	23	202	99													
ONE TO GROW ON-8:28AM	8:28	02	SAT.	N	2,580	3.0	23	195	97													
ONE TO GROW ON-8:58AM	8:58	02	SAT.	N	3,010	3.5	19	195	97													
ONE TO GROW ON-10:28AM	10:28	02	SAT.	N	4,980	5.8	22	202	99													
ONE TO GROW ON-11:28AM	11:28	02	SAT.	N	5,240	6.1	24	196	98													
ONE TO GROW ON-11:58AM	11:58	02	SAT.	N	3,260	3.8	15	181	94													
PINK PANTHER AND SONS	8:00	30	SAT.	A	1,370	1.6	14	198	97													
POLE POSITION	12:00	30	SAT.	C	2,490	2.9	12	170	84													
RICHEL RICH	11:00	30	SAT.	C	3,260	3.8	15	196	97													
ROCK N WRESTLING	10:00	60	SAT.	C	4,380	5.1	20	206	99													
SMURFS I	9:00	30	SAT.	N	3,950	4.6	23	203	99													
SMURFS II	9:30	30	SAT.	N	5,150	6.0	26	203	99													
SMURFS III	10:00	30	SAT.	N	5,580	6.5	25	203	99													
SNORKS	8:00	30	SAT.	N	1,800	2.1	18	196	98													
SPIDERMAN AND FRIENDS	12:30	30	SAT.	N	3,180	3.7	15	127	72													
SPORTSWORLD	4:30	90	SUN.	N	3,690	4.3	13	191	96													
SUNDAY MORNING	9:00	90	SUN.	C	3,780	4.4	22	174	95													
SUPERPOWERS TEAM	11:30	30	SAT.	A	2,750	3.2	13	193	97													
THIS WEEK-DAVID BRINKLEY	11:30	60	SUN.	A	3,010	3.5	14	194	98													
U.S. AMATEUR GOLF CHAMP.(S)	4:30	90	SUN.	A	3,010	3.5	11	186	94													
US OPEN TENNIS-SAT(S)	12:30	330	SAT.	C	2,490	2.9	10	207	96													

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